



U.S. Trade and Development Agency

THE GLOBAL CUSTOMS INITIATIVE SPONSORSHIP OPPORTUNITIES

The Global Customs Initiative (GCI) is a new U.S. Trade and Development Agency program designed to assist developing and middle-income countries in creating customs infrastructure through private sector-driven approaches to customs-related technical assistance. GCI will initially target stakeholders from Brazil, Indonesia, Malaysia, Mexico, the Philippines, and Vietnam. The first phase will include two orientation visits to the U.S. (Spring 2008), a Washington, D.C. Business Briefing, and three in-country (Brazil, Mexico, Vietnam) training sessions (Fall 2008).

U.S. companies and organizations interested in receiving high-profile recognition in connection with GCI and its associated events should consider GCI corporate sponsorship. Sponsors receive tangible benefits and recognition opportunities designed to build awareness of their corporate capabilities to the target audiences. Sponsorship also demonstrates a commitment to GCI and its objectives.

ABOUT THE GCI ORIENTATION VISITS AND EVENTS

Two Orientation Visits (Mexican and Asian Delegations) to the United States (Spring 2008)

GCI includes plans to bring two delegations -- one from Mexico and another from several Asian countries, including Malaysia, Vietnam and Philippines -- to the United States at the same time. These visits will introduce senior-level trade, finance, and customs officials to their U.S. counterparts and representatives from private sector companies. To accommodate regional objectives, the delegations' itineraries will be different for the first portion of the visit. The two delegations will meet in Washington D.C. and then travel together to attend several meetings, workshops and a business briefing.

Mexican and Asian Delegation Business Briefing in Washington, DC (Spring 2008)

While in Washington, D.C. the Mexican and Asian delegates will participate in a one-day business briefing where they will update attending U.S. company and government representatives on the status of their market sectors, current initiatives, and procurement needs. The delegates will be available to meet with attending U.S. company representatives privately during the event in a formal one-on-one session. The event which will include breakfast and lunch will require advance registration.

Workshops in Brazil, Vietnam and Mexico (Fall 2008)

GCI will include the implementation of three, week-long training workshops in Mexico, Asia (Vietnam) and Brazil. Each workshop's training agenda will be based on individual country needs and requirements identified during the orientation visits and geared toward the delegates' mid-level customs managers and other stakeholders. In addition to a robust and customized training agenda, each event will include seated meals, coffee breaks and receptions. Private sector participation is encouraged.

GCI CORPORATE SPONSORSHIP LEVELS AND BENEFITS

GCI Corporate Sponsorships are designed to offer U.S. companies and organizations a flexible method to participate in the initiative and promote their capabilities to the appropriate target audiences throughout 2008. Sponsorship levels are differentiated by the tier of recognition and the number of events at which the sponsor chooses to participate. The four events are: (1) Washington D.C. Business Briefing, (2) Workshop in Mexico, (3) Workshop in Brazil, (4) Workshop in Vietnam.

LEVEL/ COST

SPONSORSHIP BENEFITS

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|------------------------------|---|
| Program Sponsor | Program sponsors receive recognition and benefits at four (4) GCI events. |
| \$45,000 | <ul style="list-style-type: none">▪ Company logo on advance marketing materials - most prominent position,▪ Company logo at GCI web site - most prominent position - with reciprocal web link▪ Five (5) complimentary event registrations and "Sponsor" name badges at each event,▪ Company logo on general event signage - most prominent position,▪ Signage recognizing your company's sponsorship at an activity (dinner, lunch, reception) during the event, on a first-come, first-served basis,▪ Reserved seats at one of the head tables at a selected seated meal,▪ Complimentary table-top exhibit space - most prominent location,▪ Company profile - up to three (3) pages - in all event handbooks and orientation visit delegate handbooks,▪ Podium acknowledgment of company's sponsorship at all events,▪ Company literature included in materials provided to all delegates of orientation visit,▪ Invitation to special sponsor briefing during in-country workshops,▪ Electronic list of post-event list of participants. |
| Participation at four events | |
| Premier Sponsor | Premier sponsors receive recognition and benefits at four (4) GCI events. |
| \$35,000 | <ul style="list-style-type: none">▪ Company logo on advance marketing materials – second most prominent position,▪ Company logo at GCI web site – second most prominent position - with reciprocal web link,▪ Company logo on general event signage – second most prominent position,▪ Four (4) complimentary event registrations and "Sponsor" name badges at each event,▪ Signage recognizing your company's sponsorship at an activity (dinner, lunch, reception) during the event on a first-come, first-served basis,▪ Reserved seats at one of the head tables at a selected seated meal,▪ Complimentary table-top exhibit space, second most prominent position,▪ Company profile - up to two (2) pages - in event handbooks and orientation visit delegate handbooks,▪ Podium acknowledgment of company's sponsorship at all events,▪ Company literature included in materials provided to all delegates of orientation visit,▪ Invitation to special sponsor briefing during in-country workshops,▪ Electronic list of post-event list of participants. |
| Participation at four events | |
| Contributing Sponsor | Contributing sponsors receive recognition and benefits at three (3) events: the business briefing and two workshops of choice. |
| \$25,000 | <ul style="list-style-type: none">▪ Company logo on advance marketing materials of selected events,▪ Company logo at GCI web site with reciprocal web link,▪ Company logo on general event signage at selected events, |

- Participation at Business Briefing, Two workshops of choice
- Signage recognizing your company’s sponsorship at an activity (lunch or coffee break) during selected event on a first-come, first-served basis,
 - Reserved seats at one of the head tables at a selected seated meal,
 - Three (3) complimentary event registrations and "Sponsor" name badges at selected events,
 - Complimentary table top exhibit space at selected events,
 - Company profile - up to one (1) pages - in selected event handbooks and orientation visit delegate handbooks,
 - Podium acknowledgment of company’s sponsorship at all events,
 - Company literature included in materials provided to all delegates of orientation visit,
 - Invitation to special sponsor briefing during in-country workshops,
 - Electronic list of post-event list of participants.

Supporting Sponsor Supporting sponsors receive recognition and benefits at two (2) events: the business briefing and one workshop of choice.

- \$15,000**
- Participation at Business Briefing and one workshop of choice
- Company logo on advance marketing materials of selected events,
 - Company logo at GCI web site with reciprocal web link,
 - Company logo on general event signage at selected events,
 - Signage recognizing your company’s sponsorship at an activity (lunch or coffee break) during selected event on a first-come, first-served basis,
 - Reserved seats at one of the head tables at a selected seated meal,
 - Two (2) complimentary event registrations and "Sponsor" name badges at selected events,
 - Complimentary table -top exhibit space at selected events,
 - Company profile - up to half page (1/2) - in selected event handbooks and orientation visit delegate handbooks,
 - Podium acknowledgment of company’s sponsorship at all events,
 - Company literature included in materials provided to all delegates of orientation visit,
 - Invitation to special sponsor briefing during in-country workshops,
 - Electronic list of post-event list of participants.

Exhibitor \$5,000 The exhibitor level participation offers U.S. companies an opportunity to participate at one event of choice and have a table top display in the exhibit area without the other benefits of Sponsorship.

- Exhibitor at one event of choice.
- One (1) complimentary conference registration and “Exhibitor” badge at one event,
 - Company listed in the list of exhibitors for that event.

GCI is designed to be flexible and innovative, maximizing its impact with private sector partners. U.S. companies with relevant capabilities that wish to host a delegation during the orientation visits or wish to participate in the initiative as an event speaker, trainer, provider of training material or other in-kind participation, should contact the organizing contractors for more information.

FOR MORE INFORMATION, PLEASE CONTACT:

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